

Professional Coaching = The Definition of Insanity

It's time to challenge
ALL assumptions!

Together!

- Please multi-task during this presentation!
- Start an email to: coachdave@coachville.com
- While I am sharing please write me a note with your thoughts, insights, agitations...
- ANYTHING that you would like to share with me about this presentation.
- THANK YOU!

GRACE

- My aim is to be **GRACEFUL** as I challenge the assumptions of our coaching field.
- Challenging assumptions can really agitate the mind. As a Coach, you already know this!
- I ask you to be **GRACIOUS** toward me and what I am sharing.
- I will say things that contradict things that I have said in the past!!!!
- THANK YOU!

Our Profession = Insanity

- This is my 20th Year as a Professional Life Coach! I am in the 2%.
- I have seen THOUSANDS of people come to professional coaching and then drop out!
- **What I am playing for...**
- Anyone with a strong desire to be a professional coach and willing to PLAY BIG

Can thrive financially and joyfully

Our Profession

We need a new
FRAMEWORK!!!

(we need to challenge ALL of the current assumptions... of our profession AND our “era”)

Industrial Age -> Connected Age

- Professional Coaching began in the 1990's
- As a result MANY of the assumptions of our field are based in the Industrial Age

Ps. PLEASE stop calling it the
Coaching Industry

Pps. Words Matter

Troublesome Coaching Business Gurus

- Don't trade your time for money – if you do it's not a real business; you will never be free.
- **I trade presence for money**
Presence has enormous value!
- Don't waste time working 1-1 with people.
- **People are NOT a waste of time and I don't work with people, I coach them.**
HINT: That's what coaching IS!!!!!!!!!!!!!!

A Story of Global Transformation



A Transformation of Humanity



**The Industrial Age
Of work**

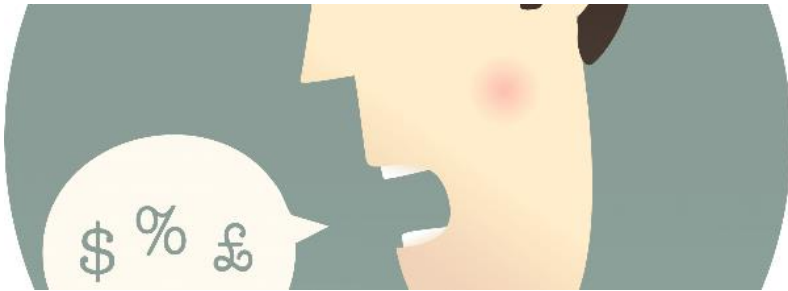
Focus = consume



**The Connected Age
Of Purpose**

Focus = co-create

A Transformation in Human Achievement



The Industrial Age

A Manager

With workers

Completing tasks

Solving Problems

For Mass consumption



The Connected Age

A Coach

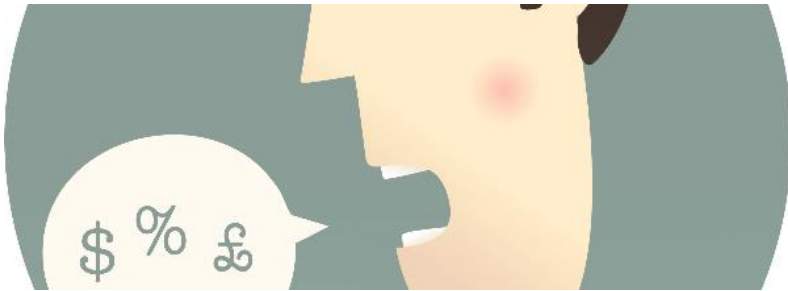
With players

Building Relationships

Co-Creating results

For Shared Purpose

The DREAM of the Era



The Industrial Age

WORK WORK WORK

MORE MORE MORE

Retire with your
stuff.



The Connected Age

Co-create something
BIG in the world to...
contribute to others
To be a

GAME CHANGER

Coaching is...

a profound personal relationship
in pursuit of life-changing results

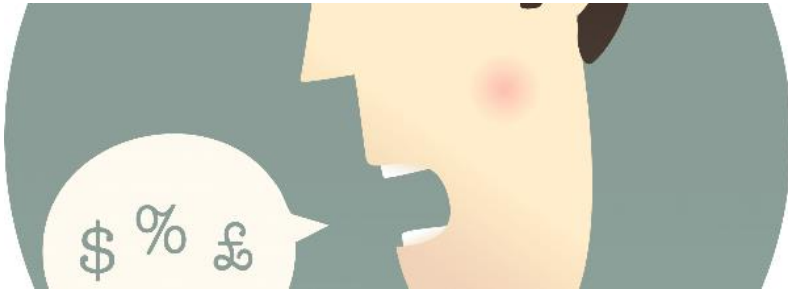
(NOT an intervention for problems!)

@CoachVille

The Coaching Conundrum

- The non-malicious deception of the Info-Guru
- “It worked for me, it will work for you!”
- Because of Industrial-Age mental programming we are prone to look for THE SOLUTION to the PROBLEM.
(so it is easy to sell “answers” to the masses)
- As coaches... Our experience has REAL value
- But not as THE solution for another person.

From Transaction to Relationship



The Industrial Age

A problem solved

Command

Control

Compliance

**This is confusing for
coaches...Thus 2%**



The Connected Age

A possibility co-
created

Purpose fulfilled

Belonging

Awareness

Results

The Industrial Coaching Model

1. Define your Niche / Target Market
2. Pound on their Pain/Problem
3. Demonstrate Expertise at solving “their problem”
4. Pitch Free “Consultations”
5. Deliver Consultation = amplify pain/create hope of solution
6. Offer your “High Priced Package”
7. They have no time/money = Use manipulation story
8. Follow up with prospects... Keep selling
9. Deliver Contracted Coaching Sessions

The Connected Coaching Framework

- PLAY for Influence
- Visibility of Purpose
- “Recruiting” Players of Shared Purpose
- ALL-IN Coaching Relationships

Assumption #9

- Transaction Model:
Professional Coaching is contracted Coaching Sessions and/or “contact availability” for a fee.
- **Relationship Framework:**
Professional Coaching is an “ALL-IN” relationship of shared purpose.

Assumption #8

- Transaction Model:
Follow up with potential prospects...
Keep selling.
- **Relationship Framework:**
Choose your players for next season.
Confirm the value.

Assumption #7

- Transaction Model:
If the prospect says they don't have the time/money... use your manipulation story.
- **Relationship Framework:**
Engage in realistic investment / exchange conversations.

Assumption #6

- Transaction Model:
Offer your “High-Priced” Package.
- **Relationship Framework:**
Check resonance for a future coaching relationship.
You are NOT available NOW.

Assumption #5

- Transaction Model:
Deliver the consultation; amplify pain / demonstrate expertise / create hope.
- **Relationship Framework:**
Connect and engage in possibility / purpose conversations with LOTS of players ALL the time.
Co-create presence

Assumption #4

- Transaction Model:
Pitch your “free consultation” that is a thinly disguised sales conversation.
- **Relationship Framework:**
Propose conversations with anyone and everyone who you resonate with.
- **Engage in conversations with LOTS of “players” in the game of life. ALL the time. BE the Coach.**

Assumption #3

- Transaction Model:
Create expert credibility through content.
- **Relationship Framework:**
Your players share about their successes and YOU all the time in the Connected World!
- **We must reform the notion of coaching confidentiality = the existence of the relationship is public**

Assumption #2

- Transaction Model:
Pound the Pain / Problem in your marketing communications
- **Relationship Framework:**
Share your purpose and possibility
- **OOOZE Personal Transformation**
- **We must stop “problem intervention” marketing for coaching. It amplifies the “STIGMA”**

Assumption #1

- Transaction Model:
Define your niche / target market
- **Relationship Framework:**
Clarify your purpose!
- **LOVE your game / play**
- **Know your tribe**
(those who share your purpose)

The Connected Coach Framework...

Imagine you are dropped into a real life adventure game...

- YOU are the main character / hero... **A Coach!**
- You have **Coaching Super Powers**
- You have a variety of abilities and resources
- You have a backstory of “Trauma”
- You find yourself in a wondrous world of interesting characters and difficult challenges
- You have a “mission” to use your super powers to gather 10 players who will **pay you** to be a part of your team to fulfill a **world-changing shared purpose!**
- You know that you **MUST transform yourself AND your players** in order to survive!
- **Let's PLAY!**

Send me the email!

- Please send me the email that you started!
- To coachdave@coachville.com

THANK YOU!

Next Presentation...

ALL-IN Coaching Framework